

Farhan Rao

Senior UX/UI Designer



Portfolio Link:

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Dubai, UAE

About

My name is Farhan Rao, and I have a versatile range of design skills that enable me to effectively convey clients' stories and create captivating experiences through visual means.

For the past 17 years, I have had the opportunity to collaborate with incredible clients in my role as a designer and developer. During this time, I have worked independently as well as taken the lead in managing small design teams.

Education

Diploma in Graphic / Web Designing 2002
Institute of Management and Information Technology

Sun Certified Java Programmer (SCJP) 2002
Passed SCJP certification by Oracle
(Sun Microsystems back then)

Languages



Skills

1. Design Thinking
2. Creative Direction
3. Brand & Identity
4. Visual Design
5. User Experience
6. Design System

Social

- [instagram.com/farhanrao786](https://www.instagram.com/farhanrao786)
- [linkedin.com/in/farhanrao](https://www.linkedin.com/in/farhanrao)
- [dribbble.com/farhanrao](https://www.dribbble.com/farhanrao)
- [behance.net/farhanrao](https://www.behance.net/farhanrao)

Experience

Freelance Digital Designer - Self Employed DUBAI
Oct 2010 - Till Present

With extensive experience in web and graphic design, gained through full-time positions and freelance projects for diverse clients over six years, I have chosen to pursue a freelance career.

Senior UX/UI Designer - Americaneagle.com DUBAI
Jan 2022 - Apr 2023 - Contract

At American Eagle, I worked on projects with UAE ministries like AD SG, DGS, and HRA. I also collaborated with private entities like YAS Island to create user-centric experiences and UI designs.

Design Team Lead - ATÖLYE DUBAI
Mar 2021 - Sep 2021 - Contract

The Unified Digital Platform (UDP) revolutionizes government services in the UAE. As the Design Lead at ATÖLYE, I enhanced the user experience, leading the design efforts for the app across iOS, Android, and Web. With a focus on personalized experiences, I developed a tailored design system to ensure consistency and efficiency. The 1.AE app is now available for download on the Google Play Store and the App Store.

Multimedia Designer - Birdie Communications DUBAI
Mar 2010 - Aug 2010 - Fulltime

At Birdie Communication, I designed and developed websites while also bringing art director's sketches to life through animations. I actively contributed to brainstorming sessions for real-time projects and pitches.

Multimedia Designer - Infotouch DUBAI
Dec 2008 - Apr 2010 - Fulltime

As part of my role, I was tasked with designing websites for the web, encompassing both static and animated websites using Flash. Additionally, I would create themes and code them for Microsoft SharePoint, allowing developers to easily deploy them.

Creative Manager - Xcel Technologies PAKISTAN
Apr 2006 - May 2008 - Fulltime

At Xcel Technologies, a design studio, I gained valuable professional experience. My responsibilities involved website design, converting designs into functional websites using HTML/CSS and JS, creating animated flash-based websites, and graphic design.

Office Assistant - Al-Tariq Constructors (Pvt.) Ltd. PAKISTAN
Nov 2005 - Apr 2006 - Fulltime

My office assistant role equipped me with valuable document management skills, benefiting my freelance career where I handle all aspects of projects independently. From pitching to managing accounts, designing, and delivering projects, my goal is maximum client satisfaction within deadlines.

Graphic Designer - Rajab Printing Press PAKISTAN
Mar 2004 - Nov 2005

I started my career as a graphic designer at a hometown printing press. This experience gave me a strong understanding of the printing process and effective print design guidelines. I created designs for packaging and other printed materials in my role.